

## CULTURE, ADVERTISING AND THE PLAY WITH ‘RELIGION’

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### Abstract

**Purpose** – The primary purpose of this article is to identify theoretical fundamentals that can be used in research in the context of culture and advertising research. An additional aim is to identify future research directions for advertising building theory in relation to religion.

**Design/methodology/approach**– A conceptual framework is grounded in the literatures review. As few cross-cultural studies have been absorbed, the theories and their presentation will likely progress in the future.

**Finding** – There is choice, for moving advertising strategy onwards from the religious advertising and its influence in our culture to one in which the focus is on exchange of values beyond self-interest.

**Research limitations/implications** – Since this article is only a primary attempt to develop an understanding of advertising approach to social and cultural trends in society, which provide a strong stimulus for the further conceptual development of the symbolic religious consumption concept and valuation of its use and usefulness in the real world.

**Practical implications** – The proposed conceptual framework provides marketing strategists with a template for a radically different approach to advertising management and a new glance into religion, which offers the potential for enduring customer loyalty.

**Originality/Value** — This paper contributes a new perspective on advertising and religion in it.

**Keywords:** Advertising, consumerism, culture, religion, religious economy, market theology.

**Research type:** general review.